

Organ Plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Partly cloudy

Midsummer Finds No Letting-Down of Interest in Stocks at Wanamaker's

Unconsciously Lopsided

High winds blowing many years over the wide Gulf of Mexico have in some places bent the trees landward and caused them to spread out more fully on the shore side.

Very little things oftentimes warp the mind and heart unconsciously.

David Rittenhouse, Philadelphia's famous citizen, astronomer and clockmaker, said that a small silk thread drawn across the lens of his telescope would obstruct the sight of a star and that the sun, 886,000 miles in diameter, could be "covered and obscured behind a thread near the eye although in the telescope."

Little threads of careless talk without strict regard to truth will zigzag one's life almost beyond repair.

Warped men and lopsided stores are yet to be found in the large cities, owing to the dangerous Trade Winds yet existing.

(Signed) *Joe Wanamaker*

July 23, 1919.

Women's Cotton Frocks Now \$5 to \$12.75

Some are just reduced, some have been reduced twice; some are mussed and others perfectly fresh. Altogether they are the sort of things which women will buy eagerly to finish out the Summer.

Expect—
Ginghams | Organdies
Voiles | Linens

(First Floor, Central)

Young Women's Silk Dresses Now \$20 to \$35—

are frocks which started the season with considerably higher-priced tickets. They are such dresses as may be worn now and well into the winter, for they are of lustrous taffetas, crepes de chine and a few foulards. Dark blue is the predominating color, though there are some soft, pretty grays and some flowered effects. Some are frilled, some have fine white collars or vests, and all are in good, wearable styles and useful for informal afternoon or street wear.

(Second Floor, Chestnut)



Looking Forward in the Millinery Salons

When the milliners plan new hats these days, their thoughts seem to run on to the coming season, and their fingers fashion delightful new creations of silk or of velvet. Here are some of the newest hats to come into the Gray Salons:

- roll sailors of dark blue taffeta, pleated to look like great mushrooms—smart of line and quite simple as to trimming.
- new duvetyne hats with satin facings, embroidered in colored wools.
- sailors of lustrous velvets in the new brown shades, stitched in fuzzy wool.
- new short-back hats with straight brims—of soft duvetyne with chenille embroidery in gay shades.

Prices start at \$15.

(Second Floor, Chestnut)

Young Women's Spring Coats Are Reduced

Not a great number, but practical dark blue or black coats of serge and a few velours.

Simply made, with collars that button high if you like, belts as a rule and deep pockets.

And they may be worn till the snow flies.

Now \$18.50 to \$32.50—14 to 20 year sizes.

(Second Floor, Chestnut)

The Annual Sale of Cotton Remnants

So far it has broken all records, the weather notwithstanding. And as we are still selling yard goods, and as selling yard goods means fresh remnants daily, we have added quantities of them to the remnant tables for tomorrow.

All lengths, from those for blouses to those for children's dresses.

Prices 12½¢ to \$1 a yard.

(First Floor, Chestnut)

Women's Umbrellas Special at \$7.50

A little miscellany, but good sorts for all that—the silk covers of good quality and color, the handles pretty and fashionable. One may find malacca mounts with leather straps, horn tops, enameled tops and many other types of handles.

Price \$7.50.

(Main Floor, Market)

Fashionable Furbelows—

New veils and new ribbons and other newnesses—all of fashionable interest, and all to help freshen up one's Summer wardrobe which is apt to have lost its first freshness by now!

Dotted Veils Are the Vogue—

and so much asked for we're very glad to announce the arrival of these new ones.

French, all of them, and of fine hair-line meshes with small dots generously sprinkled over the meshes.

Black, brown, taupe or magpie—\$1.50 a yard.

(Main Floor, Central)

If She Could See the Paris Colored Handkerchiefs—

a woman would be apt to want one in every color to match her Summer frocks!

They are the most delicious squares of color, snowy linens with borders and plaids and dots and dashes of glowing color—rose, pink, green, violet, tan and gold shades and ever so many more.

\$1 to \$5 apiece—and you'd have to go to Paris to see the duplicates of many of them!

(Main Floor, Central)

Dainty, New Cotton Edges—Just From France—

They are the crisp, fresh little embroidered edges women use for children's dresses, porch dresses or fancy aprons. They are as pretty edgings as we've seen in a long time and are new as can be.

There are narrow edges scalloped in red, blue or white, some with embroidered dots, and some white veined, also. In 6-yard pieces, 75¢ to \$1.65.

(Main Floor, Central)

Those Fashionable Two-Tone Moire Ribbons

so much used for girdles and sashes, with fluttering ends, may be had in all the desirable light and dark colors in the Ribbon Store.

A new lot just unboxed includes ribbons of one-half to one-inch width, 60¢ to 85¢ a yard.

(Main Floor, Central)

**A FEW of the reduced
low shoes for women
may still be found in the
Exclusive Little Boot Shop.
They are all fine and the
savings from a third to a
half. Prices start at \$6 a
pair.**

(First Floor, Market)

Fresh White Lingerie Waists

Voiles with shallow necks and rather decorative blind embroidery down their fronts, \$2.25.

Organdies with shallow necks and little pleatings, \$2.50.

Batistes with tucking, \$5.50.

Batistes with hand embroidery applied in a novel way, \$7.50.

(Third Floor, Central)

Large Petticoats

One style of strong cambrie with double panel and firmly done scallops, \$1.85.

One of pique, also with scallops, but minus the panels, \$2.65.

Either excellent to wear with sport clothes.

(Third Floor, Central)

Nougat-Center Caramels Are New— \$1 a Pound

Squares of rich chocolate caramel, with a layer of nougat between—the first bite will tell you how good they are!

Old-fashioned plaited cream mint has the true mint flavor—40¢ a pound.

(Down Stairs Store, Chestnut)

With a Big Cake of Good Soap—

and a generous box of talcum you're sure to enjoy your bath all the more.

Queen Mary bath soap, in violet, rose, cold cream or verberna scents, 12½¢ a cake, \$1.35 a dozen.

Queen Mary talcum powder, pure and fluffy and fragrant, 15¢ to 75¢ package.

And toilet waters are most refreshing to use, too—violet or lilac, 60¢ to \$3.75 a bottle; L'Empire, 75¢ and \$1.35; La Fere, \$1.50; Avon, \$1.50 and \$2.50.

(Main Floor, Chestnut)

Apropos of the Great August Furniture Sale

All things come to those who are ready to take advantage of them. The time to get ready to take advantage of the August Furniture Sale is now.

Good furniture was never so plentiful in this Store as it is now, no matter how scarce it may be in other places.

That is not a mere opinion, but a fact based on an intelligent count-up of the furniture now in our possession.

There is no gainsaying that the goods are here.

There is no gainsaying that they are the finest in the country—no other kind will do for this Sale.

Because this is essentially a Sale of quality, it has inevitably become a Sale of quantity, and because it has become a Sale of quantity it has inevitably become a Sale of economy.

This Sale Has an Investment Significance

In this coming August Sale economy is going to mean more than ever. That is no mere opinion, either, but a fact based upon actual conditions. Almost all the furniture comprised in it was bought in a low market. Putting it another way, this means that almost all the furniture in it has gone up in value and in price in the open market since we came into possession of it. Therefore, nearly every price reduction in this Sale is from a former regular price which was lower than today's regular price. In other words, the reductions, whether they be 10 per cent or 50 per cent, mean more than they seem. According to the best informed opinion in the furniture business, prices are going to rule high for some years. This fact alone gives to this coming Sale an investment significance beyond any other sale.

It points to the wisdom of buying now all the furniture you are likely to need for a good while.

Let nobody imagine, however, that we want to scare people into buying. We merely state the facts as they exist, leaving people to form their own judgment as to what they should do. One



fact, however, stands out pre-eminently beyond all others.

If You Are Going to Buy Any Furniture Worthy of the Name, This Is the Sale to Buy It In

It is a Sale that meets every requirement of every individual who needs good furniture as no other sale can meet them, because the goods are here to prove that in magnitude and varieties, in beauty, in dependableness and in economies, now as always, it stands alone.

The August, 1919, Sale of Furniture will open on August 1st (Friday of next week).

Preceding the day of formal opening there will be four Courtesy Days, during which the display will be thrown open to the public for inspection and selection (if desired), all transactions to date from August 1st.

These days are next Monday, July 28th; next Tuesday, July 29th; next Wednesday, July 30th, and next Thursday, July 31st.

Escaped Operation on Spine by Wearing



Sometimes truth is so astonishing that people who think they are very shrewd refuse to recognize it. For that reason we hesitated, at first, about printing this narrative because it was so remarkable as to sound "fishy."

But we know the facts to be true and the message is one that many will be glad for.

A member of the Anatomik Store, while visiting friends, commented on the absence of the daughter of the house. Her father said she was practically confined to her room with spinal trouble and that specialists had advised an operation.

Learning that the young lady's attacks always started with pain in her feet, which would then extend up her legs to the spine, the visitor suspected the ailment to be foot trouble, rather than spinal trouble. Being an old friend of the family, he insisted

(Women's, Main Floor, Market)

(Men's, Main Floor, Market)

(Children's, First Floor, Market)

"Far Away Stories" By William J. Locke

A volume of short stories written in various moods and with great charm and skill.

Price \$1.50.

(Main Floor, Thirteenth)

New Domestic Rugs at Moderate Prices

Durable weaves and desirable. In a good range of patterns suitable for almost any use.

Fine Body Brussels Rugs
6x9 ft., \$35 8.3x10.6 ft., \$52
9x12 ft., \$57

Tapestry Brussels Rugs
6x9 ft., \$16.50 8.3x10.6 ft., \$31.50
9x12 ft., \$32.50

**Colonial Rag Rugs at
Special Prices**
9x12 ft., \$9.75 6x9 ft., \$5.75

(Seventh Floor, Chestnut)



Crainless ice-cream freezers first, which require only an occasional stirring and turning upside down. They do their work by intense cold instead of charming, save ice and may be had in 6 and 12 plate sizes for \$4 and \$5.

Bags of salt for the freezers, 30¢ each.

Ice grips, 25¢ a pair.

Tiny ice picks, which supersede the time-honored hatpins for splitting off small quantities of ice, 25¢.

Ice bags of heavy unbleached canvas to carry ice in, \$1.25.

Aluminum ice shredders, with blades which can be removed and sharpened, fine for shaving ice to put into cool drinks, \$1.50.

Ice chippers to make larger chips than the foregoing, 55¢.

Ice-cream dippers, half-sphere shapes, \$1.50 and \$2.

A flywheel added to a freezer gives more power to your elbow, \$1.50 to \$5, according to size.

(Fourth Floor, Market)

Western Electric Fans, Special at \$6.25

There isn't much about them to get out of order; they can be hung on the wall and adjusted to any angle; they cost less than 1¢ an hour; may be had in two finishes, and create a fine current of air—one which will make many a day bearable for a future owner.

Price \$6.25.

(Fourth Floor, Central)

Children's Play Shoes—Specially Priced

Children's tan barefoot sandals, sizes 5 to 8, price \$1.25.

Girls' tan barefoot sandals, sizes 12½ to 2, price \$1.50.

Girls' fabric shoes with composition soles, white and low, sizes 9 to 5, price \$1.50.

Also we still have a few of those tan Norwegian calf blucher Oxfords, sizes 12½ to 2, price \$1.25.

(First Floor, Market)

DOUBLED IN VALUE Compensation for Lost Suit of Clothes

"An interesting case connected with the price of men's clothes came before Judge Crawford today at Ilford County Court. The plaintiff bought a blue serge suit in 1915 for £3 10s. After wearing it six times he joined the army.

"In December his wife sent the suit to a firm of dyers to be cleaned and pressed, ready for her husband to wear on demobilization. The firm admitted in March of this year that the suit had gone astray and offered to pay £3 10s.

"The tailor who made the suit told the judge this morning that its present value would be at least £9, and his honor gave judgment for £7 and costs."

This clipping from a recent British newspaper throws a powerful light upon the men's clothing situation.

It was the judgment of the court that a blue serge suit, for which in 1915 \$17.50 was paid, now in 1919 is worth \$35. The dyers who lost it had to pay that sum.

This in spite of the fact that the suit had been worn. The English wool market is the greatest in the world, and if men's clothing could be anywhere produced at low cost, it would be in London today.

But the court ruled that men's clothing was worth at least twice as much in London today as it was four years ago.

Actual costs of clothing to the retailer today are very high, and it is only the large house, doing a great business and enjoying the first consideration of the manufacturer, that can still be absolutely sure of getting all-wool, standard clothing at moderate prices.

Some clothing houses have felt it incumbent upon them to double or more than double their prices, others have followed the line of least resistance and reduced the quality of their goods.

We have taken the firmest of firm stands against any reduction in quality and have, at the same time, held our prices down as low as possible consistent with fair service.

We are confident today that every man may get a better suit for his money at Wanamaker's than he can find elsewhere, and he can buy it as low or lower in price now than he will be able to get it later on.

Good all-wool suits, three piece, \$35 to \$65.

Tropical two-piece suits (these are not wool), \$18 to \$35.

Light-weight cheviot and tropical worsted suits, \$35 to \$65.

(Third Floor, Market)

Men Who Want to Freshen Up for This Week-End

will be looking for new shirts and ties. And here they are in greatest variety.

Shirts that start at \$2.65 for one of fine madras and go up to \$12 for a beauty of silk. (Silk shirts start at \$6.50.) Many of these shirts, both the madras and the silk, have separate soft collars to match.

Neckties are 50¢ to \$4, and between 75¢ and \$1.50 is a splendid lot of bat wings and four-in-hands of imported foulard.

(Main Floor, Market)

Fine Silk Poplin Hats and Caps for Men

There is enough "body" to silk poplin to make up well in headwear; nothing flimsy about it. And this is an excellent quality in a beautiful shade of gray.

Cool, light-weight hats and caps for motoring or any sports wear and handsome enough for street wear.

Hats, \$3.50.
Caps with 8-piece tops, \$2; in one piece, \$2.50.

(Main Floor, Market)

Gold Encrusted Glassware of Much Charm

We are showing a particularly attractive collection of new glassware in rich and pretty gold encrusted decorations. Goods of this character are very popular, but one should be particular to choose from the better and more tasteful kinds, such as this lot comprises.

Candy jars, ½-pound size, \$3.50

Berry bowls, \$6 each.

Sugar and cream sets, \$4, \$5, \$6 and \$8.

Flower vases, \$1.50, \$3 up to \$9 each.

Cracker and cheese dishes, \$6.50 each.

Bud vases, \$2, \$3 and \$4 each.

(Fourth Floor, Chestnut)

Good Traveling Bags Special at \$13.75

Smooth cowhide in black and tan makes these bags, which are in a new, high-cut shape and in the most popular sizes—16 and 18 inch. They are all leather lined.

Under ordinary circumstances such luggage would be \$3 or \$4 more, but we can sell this limited lot at \$13.75.

(Main Floor, Chestnut)

Just Arrived—A Carload of Famous Wanamaker Special White Mountain Refrigerators at \$30

This is the refrigerator made by the Maine Manufacturing Company especially for the Wanamaker Store, and in construction and design it is the exclusive property of the Wanamaker Store.

The Wanamaker Special is a three-door refrigerator, 35 inches wide, 22 inches deep and 50 inches high. It has 125-pound ice capacity and extraordinarily large provision space. It is white lined throughout, has four shelves in provision chamber, has nicked or solid brass lock and hinges. The white lining of this refrigerator is especially durable, being an enamel baked on metal. It will not stain, cleans very easily.

The Wanamaker Special White Mountain Refrigerator is supplied to the Store in carload lots as fast as it can be manufactured, but the demand being very large, it is sometimes necessary to take orders for late delivery.

(Fourth Floor, Market)